



Aptina Delivers Innovative New Medical Image Sensor Solution

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San Jose, CA, January 20, 2010 — Aptina announced today that Given Imaging Ltd.'s PillCam® COLON 2 includes Aptina's MT9S526 medical image sensor. All three of Given Imaging's patient-friendly, ingestible PillCam® products for small bowel, esophageal, and now colon imaging include Aptina's sensors embedded within the Given Imaging capsules. Aptina's 10-year partnership with Given Imaging reflects the companies' strong relationship and has helped propel Aptina into the leadership position in the medical image sensor market.*

"With each successive generation, Aptina has worked with Given Imaging's PillCam® capsule design team to meet increasingly demanding performance specifications, to accommodate faster frame rates and reduced power and light requirements," says Kevin Rubey, chief operating officer of Given Imaging. "Aptina has clearly demonstrated a commitment to innovation and technology improvement."

Given Imaging's unique PillCam® solutions leverage the strengths of CMOS image sensors to enable innovative products that would not be possible with older CCD technology used in the legacy endoscope market. The sensor's ability to capture images in low light, its ultra low power consumption, and added sensor functionality such as color balance and image processing support all make CMOS a better match for the capsule endoscope.

"We have had a strong working relationship with Given Imaging for a decade now," says David Zimpfer, business unit general manager. "We are committed to being the technology leader within medical devices. Being able to work with Given Imaging has allowed us to stretch our vision of medical imaging."

The MT9S526 was designed specifically for medical applications where ultra low power extends battery life, and low-light sensitive solutions can capture images in the dark—all in the small form factor required to fit inside an ingestible pill. PillCam® COLON 2 includes two image sensors that can produce a wide range of frame rates up to 35 frames per second, utilizing a 5.6-micron pixel in a 1/6-inch optical format and enclosed in sub-4mm chip scale packages.

*Techno Systems Research Co., Ltd 2009 CCD/CMOS Area Image Sensor Market Analysis.

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About Aptina

Aptina is a global provider of CMOS imaging solutions with a growing portfolio of products that can be found in all the leading mobile phone and notebook computer brands. Aptina also offers a wide range of products for digital and video cameras, surveillance, medical, automotive and industrial applications, video conferencing, barcode scanners, toys, and gaming. Aptina continually drives innovation in the market as seen with the introduction of the first 14MP CMOS image sensor for point-and-shoot and hybrid cameras (MT9F001), and the industry's first 5MP SOC with 1/4" format (MT9P111). For additional information on Aptina, visit www.aptina.com.

About Given Imaging Ltd.

Since 2001, Given Imaging has advanced gastrointestinal diagnosis by developing innovative, patient-friendly tools based on its PillCam® Platform. PillCam® capsule endoscopy provides physicians with natural images of the small intestine via PillCam® SB, the esophagus through PillCam® ESO and the colon with PillCam® COLON [not cleared by the FDA for use in the USA]. The PillCam® capsules are miniature video cameras that patients ingest. Given Imaging's other capsule products include AgileTM patency capsule, to verify intestinal patency, and Bravo®, the only wireless, catheter-free, 48-hour pH test commercially available for pH testing to assess gastroesophageal reflux disease (GERD). Given Imaging's products use cutting-edge, wireless technology and advanced software to enable gastroenterologists to better diagnose diseases of the esophagus, small bowel and colon and more accurately treat patients. All Given Imaging products allow patients to maintain normal activities. Given Imaging's headquarters, manufacturing and R&D facilities are located in Yoqneam, Israel, with operating subsidiaries in the United States, Germany, France, Japan, Australia and Singapore. For more information, please visit <http://www.givenimaging.com>.

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